SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

12 mg. Tar, 0.9 mg. nicotine av. per cigarette by FTC method.

1990 R.J. REYNOLDS TOBACCO CO

AVAILABLE IN LIMITED AREAS.

MAKING EXCUSES?

You shouldn't have to.

Horizon smells pleasant for you and those around you, but not at the expense of good taste. Horizon delivers the *smooth tobacco flavor* you expect without leaving your home, car, clothes or hair smelling like your regular cigarettes.

Introducing the first cigarette that smells good.

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Source: https://www.industrydocuments.ucsf.edu/docs/ljlj0004